

CITY OF  
**HAYWARD**  
HEART OF THE BAY

# Consideration of Potential June 2014 Revenue Measure

CITY MANAGER'S OFFICE  
March 4, 2014



# OUTLINE OF DISCUSSION

- BACKGROUND
- COMMUNITY OUTREACH AND INPUT – UPDATE
- POSSIBLE FUNDING PRIORITIES
- POTENTIAL BALLOT QUESTION LANGUAGE
- NEXT STEPS



## BACKGROUND

- Summer/Fall 2013: Council authorizes preliminary poll to test voter sentiments towards bond measure or ½ cent sales tax increase to fund the City's unfunded infrastructure needs
- December 17, 2013: Results of preliminary poll presented to Council; indication that sales tax increase more viable; Council directs staff to begin community listening campaign
- January – February 25, 2014: City launches community outreach and listening efforts
- Tracking poll conducted: First week of February
- February 25, 2014: Council meeting to discuss tracking poll and community outreach results; directed staff to return with action to place sales tax measure on June 2014 ballot



# COMMUNITY OUTREACH AND INPUT - UPDATE

- Direct mail piece and feedback/opinion card
- Online outreach



# DIRECT MAIL AND OPINION CARDS - UPDATED

- Over 34,000 direct mail pieces delivered to registered Hayward voters
- 1,038 cards returned (3.1% response rate – 112 additional cards received since 2/25)

## *Number of Priority One Rankings:*

- |  |                           |
|--|---------------------------|
| • Restore Police Officer Positions –             | 575 Priority One Rankings |
| • Restore Maintenance Positions –                | 192 Priority One Rankings |
| • Replace Main Library –                         | 183 Priority One Rankings |
| • Increase Neighborhood Graffiti/Trash Removal – | 125 Priority One Rankings |
| • Retrofit Aging Fire Stations –                 | 104 Priority One Rankings |
| • Replace Fire Training Facility –               | 69 Priority One Rankings  |



# ONLINE SURVEY UPDATE

1,872 online survey responses via [www.haywardlistens.com](http://www.haywardlistens.com)  
(428 additional responses since 2/25)

## *Number of Priority One Rankings:*

- Restore Police Officer Positions – 844 Priority One Rankings
- Replace Main Library – 563 Priority One Rankings
- Restore Maintenance Positions – 319 Priority One Rankings
- Increase Neighborhood Graffiti/Trash Removal – 248 Priority One Rankings
- Retrofit Aging Fire Stations – 184 Priority One Rankings
- Replace Fire Training Facility – 51 Priority One Rankings



# POSSIBLE FUNDING PRIORITIES – Updated Potential List of Projects (Based on \$10M Annual Funding)

Capital Projects/Restoration of Services	Annual Debt Service Payment <sup>1</sup> or Annual Cost
Additional Police Services (Cost per officer: \$200,000/year)	\$2,000,000 (annual cost)
Library & Community Learning Center (Total unfunded cost: \$50,000,000)	\$3,990,000 (annual debt service)
Other Fire Station Retrofits/Improvements (Total cost: \$10,000,000)	\$798,000 (annual debt service)
New Fire Station #6 Training Center (Total cost: \$8,200,000)	\$654,400 (annual debt service)
Street Repairs <sup>2</sup> (2 miles of overlay and 4 miles of slurry seal)	\$1,000,000 (TBD)
Restoring 5 Maintenance Workers (Cost per worker: \$100,000/year)	\$500,000 (annual cost)
<b>Total Annual Cost</b>	<b>\$8,942,400</b>
<b>Contingency</b>	<b>\$1,057,600</b>
<b>Total Committed Annual Revenue</b>	<b>\$10,000,000</b>

<sup>[1]</sup> Annual debt service payment based on 20-year amortization of bond funding

<sup>[2]</sup> Current annual gas tax/Measure B funding for overlay/slurry seal = \$4 million



# POTENTIAL BALLOT QUESTION LANGUAGE

*Option A - Language from Tracking Poll:*

**To protect and restore city services and facilities, including: increasing neighborhood police patrols; repairing potholes and maintaining streets and sidewalks; updating fire stations to meet neighborhood needs and earthquake standards; replacing the outdated and undersized library with a 21<sup>st</sup> century library and community learning center, and other city services; shall City of Hayward increase the sales tax by one-half percent, for twenty years, providing locally controlled funding that cannot be taken by the State?**





# POTENTIAL BALLOT QUESTION LANGUAGE

*Option B - Alternate Ballot Language from 2/25/2014 Meeting:*

**To restore and maintain Hayward city services/facilities, including firefighting/emergency medical services; improving police protection for neighborhoods; replacing the aging library with a 21st Century facility including safe space for after-school homework/tutoring; repairing potholes, streets and sidewalks; updating aging neighborhood fire stations; and other city services; shall the City of Hayward increase the sales tax by ½ percent, for twenty years only, providing locally controlled funding that cannot be taken away by the State?**



# POTENTIAL BALLOT QUESTION LANGUAGE

## *Option C – Recommended Ballot Language:*

**To restore and maintain Hayward city services and facilities, including firefighting/emergency medical services; improving police protection for neighborhoods; replacing the aging library with a 21st century facility including safe space for after-school homework and tutoring; repairing potholes and streets; updating aging neighborhood fire stations; and other city services; shall the City of Hayward increase the sales tax by ½ percent, for twenty years only, providing locally controlled funding that cannot be taken by the State?**



# NEXT STEPS

- *Tuesday, March 4:* Council action to place measure on ballot
- *Friday, March 7:* Final Filing Date with County Registrar of Voters for June 2014 Ballot (Resolution and City Attorney's Impartial Analysis)
- *March 12, 2014:* Last day to withdraw a measure from the ballot
- *March 14, 2014:* Last day to file direct arguments
- *March 14 – 24, 2014:* Public review period for direct arguments
- *March 21, 2014:* Last day to file rebuttal arguments
- *March 21 – 31, 2014:* Public review period for rebuttal arguments
- *March 24, 2014:* Deadline to submit direct arguments and rebuttal arguments to the Registrar of Voters



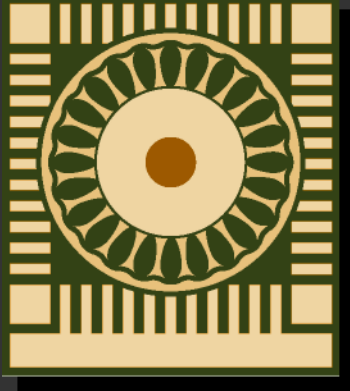
## RECOMMENDED ACTION

That Council takes the following actions to place a sales tax measure (with Ballot Question Language Option C), levying a half cent transactions and use (sales) tax on all applicable transactions before the voters of Hayward at the June 3, 2014 election:

1. Adopts the attached Resolution (Attachment I) approving the proposed ballot question as it will appear on the ballot, and the underlying ordinance to be enacted, and requesting the Alameda County Board of Supervisors authorize the County Clerk and the Registrar of Voters to provide election services and canvass the returns; and
2. Directs the City Attorney to develop an impartial analysis of the proposed measure

Additional Recommendation: that the Council does not allow for rebuttal arguments due to Election Code deadline timing and adopts the replacement resolution provided at the meeting this evening.





Questions/Comments

